



## MEMORANDUM

To: Mr. Aaron Fortner, *Capital City Real Estate*

From: Ms. Ana Eisenman, P.E., *Kimley-Horn*  
Ms. Elizabeth Johnson, P.E., *Kimley-Horn*

Date: August 23, 2019

RE: **272 Ponce – City of Atlanta – Trip Generation and Site Access Opinion Memorandum**

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Kimley-Horn is pleased to provide this opinion memorandum regarding trip generation and site access for the 272 Ponce development based on the site plan dated July 28, 2019.

### PROJECT OVERVIEW

The proposed 272 Ponce development consists of approximately 145 residential condominium plus 18,000 SF split between retail and restaurant space on the ground floor. The proposed development is located at 272 Ponce de Leon Avenue in Atlanta, Georgia and is bound by Ponce de Leon Avenue (SR 8) on the south, Penn Avenue to the west, and Argonne Avenue to the east.

### EXISTING SITE CONDITIONS

The 272 Ponce project site currently includes a collection of five parcels with several small structures, hardscaped and gravel parking areas. There are multiple curb cuts along Ponce de Leon Avenue (SR 8), including an expanse of low curbs that provide access to parking on the site. There are no existing curb cuts on Argonne Avenue or Penn Avenue.

#### Adjacent Roadway Conditions

Ponce de Leon Avenue (SR 8) on the south frontage of the 272 Ponce project site has a cross section of five vehicular travel lanes, including two each for eastbound and westbound traffic and a center two-way left-turn lane. Additionally, Ponce de Leon Avenue (SR 8) has bicycle lanes on either side of the roadway. The posted speed limit for Ponce de Leon Avenue (SR 8) is 35 MPH, and existing traffic volumes as reported by GDOT west of Argonne Avenue are approximately 40,600 vehicles per day.

Argonne Avenue on the eastern frontage of the project site has a cross section of two lanes – one northbound and one southbound. The posted speed limit on Argonne Avenue is 25 MPH. On-street parking is allowed on both sides of the street, and the road is designated as a PATH Foundation bicycle route. The intersection of Argonne Avenue at Ponce de Leon Avenue (SR 8) has an existing traffic signal that currently operates with a 120 second cycle length. The 120 second (or two minute) duration accounts for a full cycle during which Ponce de Leon Avenue (SR 8) has a green light for travel east-west, then Argonne Avenue has a green light for travel north-south before restarting a new cycle with a green light for Ponce de Leon Avenue (SR 8). Existing traffic volumes reported by GDOT on Argonne Avenue south of Ponce de Leon Avenue (SR 8) are approximately 5,090 vehicles per day.

Penn Avenue on the western frontage of the project site has a cross section of two lanes – one northbound, and one southbound. The posted speed limit on Penn Avenue is 25 MPH. On-street parking is allowed for the general public along the 272 Ponce project frontage. However, at the northern limit of the project site, approximately 175 feet from Ponce de Leon Avenue (SR 8), parking is restricted to residential permits during Monday-Friday between 5 PM to 5 AM (overnight parking), and on

weekends between 2 PM to 2 AM (evening and night). The intersection of Penn Avenue with Ponce De Leon Avenue (SR 8) operates with side-street stop control; Penn Avenue is the side street at this intersection. No GDOT traffic counts are currently available for Penn Avenue.

### Transit Access

The North Avenue MARTA Rail station is located between Ponce de Leon Avenue and North Avenue (SR 8) at West Peachtree Street, approximately 0.5 miles from the 272 Ponce project site. There are three local MARTA bus routes located within one block of the project site, including Route 2, Route 102, and Route 899. Additionally, the North Avenue MARTA Station serves as a hub for express commuter routes including SRTA Xpress, CobbLinc, and Gwinnett County Transit (GCT) express bus routes.

## ESTIMATED FUTURE DEVELOPMENT TRIPS

Gross project trips are defined as the number of total person-trips expected by all modes of travel to be generated by individual land uses within the 272 Ponce development. Estimated gross project trips shown in the table below were calculated using rates and equations contained in the Institute of Transportation Engineers' (ITE) *Trip Generation Manual*, 10<sup>th</sup> Edition, 2017 for the residential, retail, and restaurant components of the development.

Net new vehicle trips are defined as the number of total new vehicle trips on the adjacent roadways that are estimated for the build-out of the 272 Ponce development. The net new vehicle trips are a subset of the gross project trips, which includes all person-trips by all modes of travel for each individual land use. Net new vehicle trips are determined according to guidance from the *ITE Trip Generation Handbook*, which accounts for a reduction of external trips made internally to mixed-use sites due to the synergy among mixed land uses, and pass-by trips to and from the site that occur from travelers who were already on the road who choose to stop at the new retail and restaurant establishments along their existing route. Additional detail on the *ITE Trip Generation Handbook* guidance to determine net new vehicle trips is described below.

- *ITE Handbook Mixed-Use Reductions* – mixed-use developments often have synergy among land uses such that a portion of the trips generated on the site will be internally captured and will occur between land uses on the site (i.e. a resident visiting the retail or restaurants within the same site).
- *Alternative Mode Reductions* – alternative mode trips describe travel completed by walking, biking, riding transit, or other non-vehicular alternatives. The site's proximity to walkable areas, bicycle infrastructure, and transit access make non-vehicular travel attractive and practical. Local commute data from the 2016 American Community Survey (ACS) reports that approximately 32% of the existing population in the vicinity of the site commutes by non-vehicular modes of travel. Considering the character of the area and the 2016 ACS commuter data, a conservative alternative mode reduction of 15% was applied to the retail and restaurant land uses, and 25% to the residential component of the land use.
- *ITE Handbook Pass-By Reductions* – pass-by trips are not new trips on the roadway network, but rather account for vehicles already traveling along the existing roadway that stop to visit the retail and restaurant land uses. Pass-by trips contribute to driveway volumes, but do not add new vehicles to the adjacent roadway network.

The 272 Ponce development summary, including individual land use densities, anticipated gross project trip generation, and net new vehicle trips are summarized in **Table 1** below.

**Table 1: Trip Generation**

ITE Land Use	Intensity	Daily			AM Peak Hour			PM Peak Hour		
		Total	Entering	Exiting	Total	Entering	Exiting	Total	Entering	Exiting
Residential (ITE 221)	145 Units	788	394	394	49	13	36	63	38	25
Retail (ITE 820)	9,000 SF	340	170	170	8	5	3	34	16	18
Restaurant (ITE 932)	9,000 SF	1,010	505	505	89	49	40	88	55	33
<b>Gross Trips</b>		<b>2,138</b>	<b>1,069</b>	<b>1,069</b>	<b>146</b>	<b>67</b>	<b>79</b>	<b>185</b>	<b>109</b>	<b>76</b>
<i>Mixed-Use Reductions</i>		-270	-135	-135	-16	-8	-8	-62	-31	-31
<i>Alternative Mode Reductions</i>		-345	-173	-173	-23	-10	-13	-23	-15	-9
<i>Pass-by Reductions</i>		-420	-210	-210	0	0	0	-27	-14	-14
<b>Net New Vehicle Trips</b>		<b>1,103</b>	<b>552</b>	<b>552</b>	<b>107</b>	<b>49</b>	<b>58</b>	<b>73</b>	<b>49</b>	<b>22</b>
Driveway Volumes		1,523	762	762	107	49	58	100	63	37

Based on the current development program, the 272 Ponce development is estimated to generate 107 new AM peak hour, and 73 new PM peak hour vehicle trips.

### SITE TRAFFIC AND ACCESS

The proposed 272 Ponce development will provide improved sidewalks and pedestrian access, widening sidewalks along all roadway frontages, and providing landscaping to enhance the pedestrian experience. The bicycle lanes on Ponce de Leon Avenue (SR 8) will remain, providing development-adjacent access to the bicycle network.

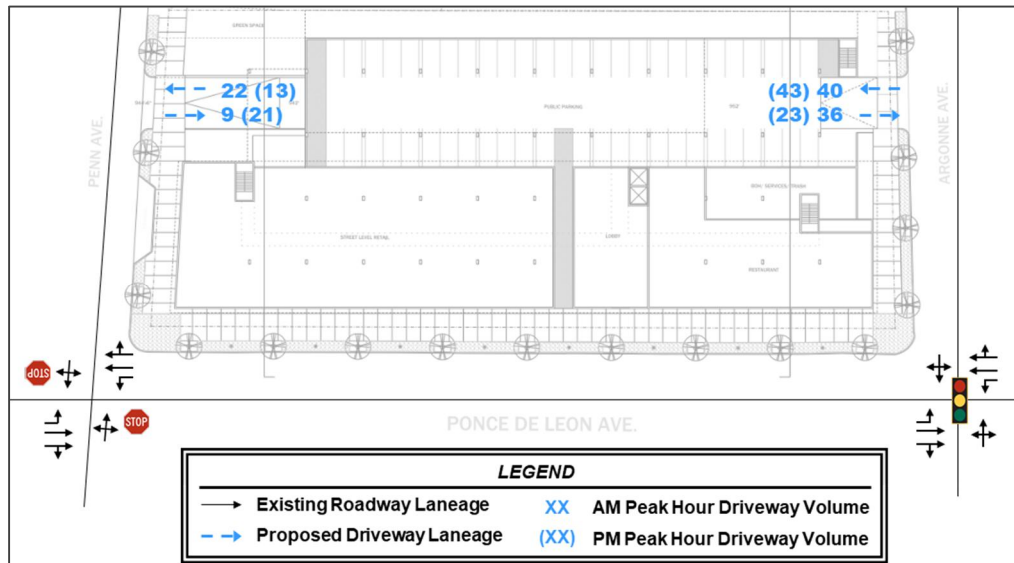
Primary vehicular access to the 272 Ponce development site is proposed via two (2) driveways. Existing access and curb cuts on Ponce de Leon Avenue (SR 8) will be removed with no future proposed driveways along Ponce de Leon Avenue (SR 8). Residents will access on-site parking via the Penn Avenue driveway. Retail and restaurant patrons will access parking via the Argonne Avenue driveway.

A summary of total vehicle traffic at each driveway during the AM and PM peak hours is below (please refer to the *Trip Generation* summary attached to this report for more detail):

- Penn Avenue Driveway (Residential)
  - AM Peak Hour: 31 total vehicles, including 9 entering and 22 exiting.
  - PM Peak Hour: 34 total vehicles, including 21 entering and 13 exiting.
- Argonne Avenue Driveway (Retail and Restaurant)
  - AM Peak Hour: 76 total vehicles, including 40 entering and 36 exiting.
  - PM Peak Hour: 66 total vehicles, including 43 entering and 23 exiting.

At Penn Avenue, the total AM and PM peak hour vehicle trips will add approximately one car every two minutes to Penn Avenue. Similarly, at Argonne Avenue, the new AM and PM peak hour retail and restaurant vehicle trips will add approximately one car every minute to Argonne Avenue. With approximately 36 vehicles exiting the driveway on Argonne Avenue, approximately one vehicle every two minutes, or one vehicle per 120 second cycle length, may be added to the queue on Argonne Avenue at Ponce de Leon Avenue (SR 8). A figure depicting the estimated driveway volumes on the site is included below.

Figure 1: Site Plan and Driveway Volumes



**CONCLUSIONS**

The 272 Ponce development will consist of approximately 145 residential condominium units, and 18,000 SF of mixed retail and restaurant. The site is well situated within a walkable, bikeable and transit-accessible area.

Based on the anticipated future trip generation, the site will generate approximately 107 new vehicle trips during the AM peak hour, and 73 new vehicle trips during the PM peak hour. The Penn Avenue driveway and the Argonne Avenue driveway are anticipated to be sufficient to serve the site.

Additionally, the roadway network, including the side-street stop-controlled intersection of Penn Avenue at Ponce de Leon Avenue (SR 8), and the signalized intersection of Argonne Avenue at Ponce de Leon Avenue (SR 8) provide good vehicular access for the residents and visitors of the site.

While an intersection capacity analysis has not been completed at this time, it is our opinion that the estimated increase in traffic on Penn Avenue (approximately one car every two minutes in either direction during the peak hour), and on Argonne Avenue (approximately one car per traffic signal cycle exiting the site) is unlikely to make a significant impact to traffic operations at the intersection of these roadways with Ponce de Leon Avenue (SR 8).

If you have any questions concerning this letter or need additional information, please do not hesitate to contact me at 404-201-6155, or at ana.eisenman@kimley-horn.com.

Sincerely,

KIMLEY-HORN AND ASSOCIATES, INC.

Ana Eisenman, P.E.  
Project Engineer

Elizabeth Johnson, P.E.  
Project Manager

**Attachments:**

- GDOT Traffic Count Data
- ACS 2016 Commute to Work Map
- Trip Generation

## Ponce de Leon Avenue (SR 8)

121-5084 SRY 0008WE L

County: Fulton

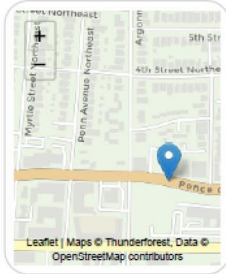
Route number: 00000800

LRS section: 1211000800

Functional class: 3U - Principal Arterial - Other (Urban)

Coordinates: 33.7724659, -84.37683335

### Site Data



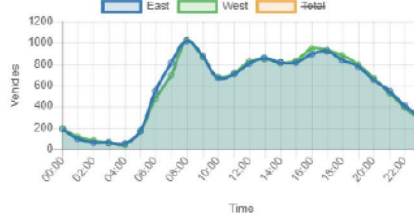
### Count History

Year	Month	Count type	Duration	Count
2009	February	Volume	48 hours	25762
2012	February	Volume	48 hours	28077
2014	March	Volume	48 hours	32182
2016	February	Class	48 hours	31474
2017	April	Volume	48 hours	30846
2017	June	Volume	48 hours	27822
2018	March	Class	48 hours	27642

### Annual Statistics

Data Item	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Statistics type	-	-	-	-	-	-	Estimated	Actual	Estimated	Actual
AADT	24600	24600	24800	26000	26100	29400	30400	29100	30800	25600
K-Factor	-	-	-	-	-	0.074	0.074	0.077	-	0.081
D-Factor	-	-	-	-	-	0.600	0.600	0.500	-	0.500
Future AADT	-	-	-	-	-	-	-	33800	32000	40600

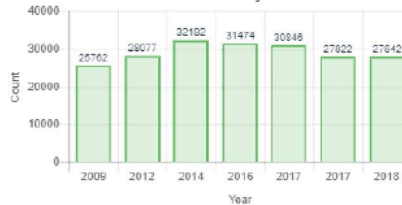
### Average Hourly Volume



### FHWA Vehicle Classification

1. Motorcycles 2-axes, 2 or 3 wheels.		0.31%
2. Passenger cars 2-axes. Can have 1- or 2-axle trailers.		89.50%
3. Pickups, panels, vans 2-axle, 4-tire single units. Can have 1- or 2-axle trailers.		8.12%
4. Buses 2- or 3-axle, full length.		0.41%
5. Single-unit trucks 2-axle, 6-tire, (dual rear tires), single-unit trucks.		1.26%
6. Single-unit trucks 3-axle, single-unit trucks.		0.19%
7. Single-unit trucks 4 or more axle, single-unit trucks.		0.03%
8. Single-trailer trucks 3- or 4-axle, single-trailer trucks.		0.12%
9. Single-trailer trucks 5-axle, single-trailer trucks.		0.05%
10. Single-trailer trucks 6 or more axle, single-trailer trucks.		0.01%
11. Multi-trailer trucks 5 or less axle, multi-trailer trucks.		0%
12. Multi-trailer trucks 6-axle, multi-trailer trucks.		0%
13. Multi-trailer trucks 7 or more axle, multi-trailer trucks.		0.01%

### Count History



### AADT Trend



## Argonne Avenue

121-6204 CS 065403 BEG AT

County: Fulton

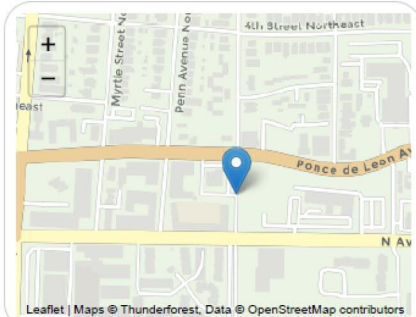
Route number: 00172903

LRS section: 1213172903

Functional class: 6U - Minor Collector (Urban)

Coordinates: 33.7719209464995, -84.3777241444643

### Site Data



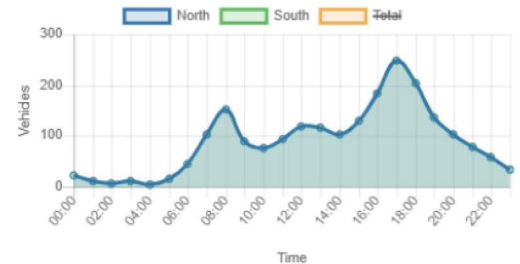
### Count History

Year	Month	Count type	Duration	Count
2009	February	Volume	48 hours	4070
2013	February	Volume	48 hours	4490
2017	February	Volume	48 hours	4283

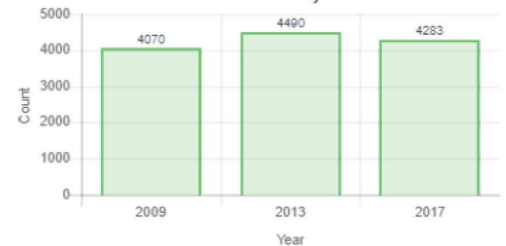
### Annual Statistics

Data Item	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Statistics type	-	-	-	-	-	-	Estimated	Estimated	Actual	Estimated
AADT	3680	3630	3580	3570	4090	4090	4260	4360	3760	3820
K-Factor	-	-	-	-	0.100	0.100	0.100	0.100	0.136	0.136
D-Factor	-	-	-	-	-	-	-	-	0.500	0.500
Future AADT	-	-	-	-	-	-	-	5670	4810	5090

### Average Hourly Volume

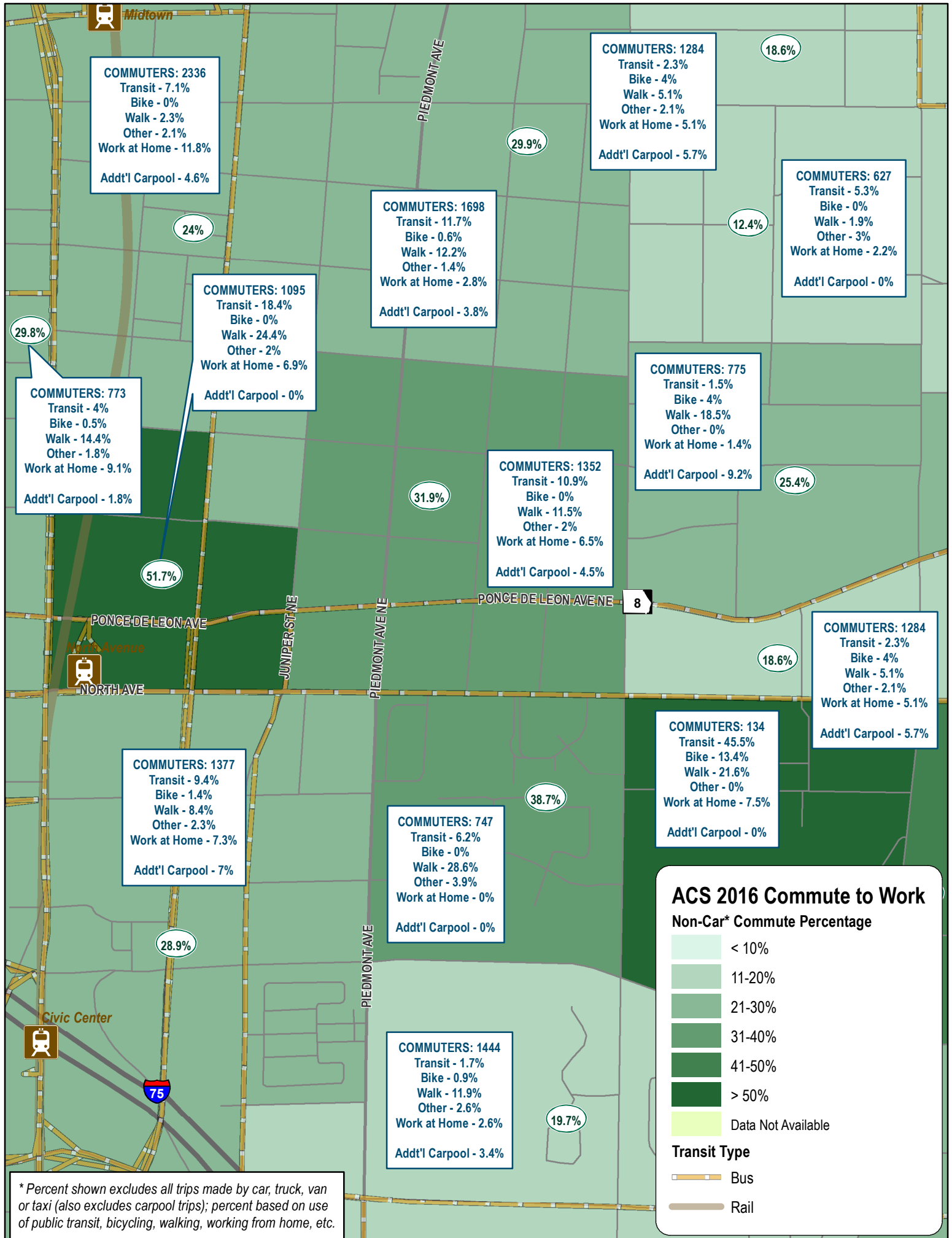


### Count History



### AADT Trend





**COMMUTERS: 2336**  
 Transit - 7.1%  
 Bike - 0%  
 Walk - 2.3%  
 Other - 2.1%  
 Work at Home - 11.8%  
 Add'l Carpool - 4.6%

**COMMUTERS: 1284**  
 Transit - 2.3%  
 Bike - 4%  
 Walk - 5.1%  
 Other - 2.1%  
 Work at Home - 5.1%  
 Add'l Carpool - 5.7%

**COMMUTERS: 627**  
 Transit - 5.3%  
 Bike - 0%  
 Walk - 1.9%  
 Other - 3%  
 Work at Home - 2.2%  
 Add'l Carpool - 0%

**COMMUTERS: 1698**  
 Transit - 11.7%  
 Bike - 0.6%  
 Walk - 12.2%  
 Other - 1.4%  
 Work at Home - 2.8%  
 Add'l Carpool - 3.8%

**COMMUTERS: 1095**  
 Transit - 18.4%  
 Bike - 0%  
 Walk - 24.4%  
 Other - 2%  
 Work at Home - 6.9%  
 Add'l Carpool - 0%

**COMMUTERS: 775**  
 Transit - 1.5%  
 Bike - 4%  
 Walk - 18.5%  
 Other - 0%  
 Work at Home - 1.4%  
 Add'l Carpool - 9.2%

**COMMUTERS: 773**  
 Transit - 4%  
 Bike - 0.5%  
 Walk - 14.4%  
 Other - 1.8%  
 Work at Home - 9.1%  
 Add'l Carpool - 1.8%

**COMMUTERS: 1352**  
 Transit - 10.9%  
 Bike - 0%  
 Walk - 11.5%  
 Other - 2%  
 Work at Home - 6.5%  
 Add'l Carpool - 4.5%

**COMMUTERS: 1284**  
 Transit - 2.3%  
 Bike - 4%  
 Walk - 5.1%  
 Other - 2.1%  
 Work at Home - 5.1%  
 Add'l Carpool - 5.7%

**COMMUTERS: 1377**  
 Transit - 9.4%  
 Bike - 1.4%  
 Walk - 8.4%  
 Other - 2.3%  
 Work at Home - 7.3%  
 Add'l Carpool - 7%

**COMMUTERS: 134**  
 Transit - 45.5%  
 Bike - 13.4%  
 Walk - 21.6%  
 Other - 0%  
 Work at Home - 7.5%  
 Add'l Carpool - 0%

**COMMUTERS: 747**  
 Transit - 6.2%  
 Bike - 0%  
 Walk - 28.6%  
 Other - 3.9%  
 Work at Home - 0%  
 Add'l Carpool - 0%

**COMMUTERS: 1444**  
 Transit - 1.7%  
 Bike - 0.9%  
 Walk - 11.9%  
 Other - 2.6%  
 Work at Home - 2.6%  
 Add'l Carpool - 3.4%

### ACS 2016 Commute to Work

#### Non-Car\* Commute Percentage

- < 10%
- 11-20%
- 21-30%
- 31-40%
- 41-50%
- > 50%
- Data Not Available

#### Transit Type

- Bus
- Rail

\* Percent shown excludes all trips made by car, truck, van or taxi (also excludes carpool trips); percent based on use of public transit, bicycling, walking, working from home, etc.

**Trip Generation Analysis (10th Ed. with 2nd Edition Handbook Daily IC & 3rd Edition AM/PM IC)**  
**272 Ponce**  
**Atlanta, Fulton County, GA**

Land Use	Intensity	Daily Trips	AM Peak Hour			PM Peak Hour		
			Total	In	Out	Total	In	Out
<b>Proposed Site Traffic</b>								
221 Multifamily Housing (Mid-Rise)	145 occ. d.u.	788	49	13	36	63	38	25
820 Shopping Center	9,000 s.f. gross leasable area	340	8	5	3	34	16	18
932 High-Turnover (Sit-Down) Restaurant	9,000 s.f.	1,010	89	49	40	88	55	33
		<b>2,138</b>	<b>146</b>	<b>67</b>	<b>79</b>	<b>185</b>	<b>109</b>	<b>76</b>
<b>Gross Trips</b>								
Residential Trips		788	49	13	36	63	38	25
Mixed-Use Reductions		-135	-8	-1	-7	-18	-11	-7
Alternative Mode Reductions (25%)		-163	-10	-3	-7	-11	-7	-5
Adjusted Residential Trips		490	31	9	22	34	20	13
Retail Trips		340	8	5	3	34	16	18
Mixed-Use Reductions		-34	0	0	0	-20	-10	-10
Alternative Mode Reductions (15%)		-46	-1	-1	0	-2	-1	-1
Pass By Reductions (Based on ITE Rates)		-88	0	0	0	-4	-2	-2
Adjusted Retail Trips		172	7	4	3	8	3	5
Restaurant Trips		1,010	89	49	40	88	55	33
Mixed-Use Reductions		-101	-8	-7	-1	-24	-10	-14
Alternative Mode Reductions (15%)		-136	-12	-6	-6	-10	-7	-3
Pass By Reductions (Based on ITE Rates)		-332	0	0	0	-23	-12	-12
Adjusted Restaurant Trips		441	69	36	33	31	26	4
Mixed-Use Reductions - TOTAL		-270	-16	-8	-8	-62	-31	-31
Alternative Mode Reductions - TOTAL		-345	-23	-10	-13	-23	-15	-9
Pass-By Reductions - TOTAL		-420	0	0	0	-27	-14	-14
<b>New Trips</b>		<b>1,103</b>	<b>107</b>	<b>49</b>	<b>58</b>	<b>73</b>	<b>49</b>	<b>22</b>
<b>Driveway Volumes</b>		<b>1,523</b>	<b>107</b>	<b>49</b>	<b>58</b>	<b>100</b>	<b>63</b>	<b>36</b>

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